

# Mach II With Your Hair On Fire

by Richard Brooke

## **Foreword**

Maybe you are like I was, somewhere in between a little confused to completely in the dark, about what I wanted to do with my life and how I was going to pull it off. I really wanted to be successful, to contribute, to be respected, to be secure, and to have fun. But I didn't know how.

The rules for doing so didn't work for me. Good grades, college, a family business or career counselling. I was fortunate to hook up with some people who had powerful alternatives, and given my history, I was fortunate to finally listen to them... the results have been staggering.

I had to hear this information a lot of different ways before I heard it in a way that I got it. I expect that when you study the flow of these secrets, you will get it too. Then all you have to do is hold on.

- **R.B.**

*This is the true joy in life, being used for a purpose recognized by yourself as a mighty one; the being a force of nature instead of a feverish, selfish little clod of ailments and grievances complaining that the world will not devote itself to making you happy.*

*I am of the opinion that my life belongs to the whole community and as long as I live, it is my privilege to do for it what I can.*

*I want to be thoroughly used up when I die, for the harder I work, the more I live. I rejoice in the life for its own sake. Life is no "brief candle" to me. It is a sort of splendid torch which I have got hold of for the moment and I want to make it burn as brightly as possible before handing it on to future generations.*

- **George Bernard Shaw**

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## **Chapter 1: My Story**

At the age of four I stole a pair of sunglasses from Red's Market. When my mom asked me where I got them, I told her the truth. She made me take them back and apologize to Red. I was totally humiliated. I decided telling the truth was painful and not a smart thing to do.

In the fifth grade a girl I liked sat with me at a movie. We held hands. The very next day, she "dumped me." I decided I wasn't good enough for the women I liked.

In the sixth grade we moved from the country to the city. The cool guys (the ones all the girls liked) wore powder blue Levi's cords. I was still wearing K-mart jeans — the ones with the double-patched knees. I asked my mom to buy me the Levi's. She said, "No," or "Not now." I decided I'd buy my own cool stuff and I'd always be cool.

Just like millions of other kids my age, I formed a personality to cope with life as I perceived it. As a result of a few silly everyday circumstances, I created a belief system and a way of behaving to go along with my beliefs. It was hardly a winning personality; low self-esteem, driven to belong and be accepted — and, thanks to those sunglasses, I was a compulsive liar. I could have decided lots of different things about those early events. Why I decided what I did, I have no idea. The point is, my creative childhood interpretations of those circumstances became the truth for me — a truth that could have lasted for the rest of my life.

Graduating high school (by cheating off Stan Callan's civics final), I started my professional career pumping gas at Pearson's Arco at the corner of G and Olive Streets in Merced, California. I also lived at the gas station — in my pickup camper truck with Chinook, my faithful, yet obnoxious, dog. Eventually (after I failed to lock the front door of the gas station two nights in a row), my ambition led me to Foster Farms, the largest poultry processing plant in the world. It was a union job that paid \$3.05 an hour, complete with benefits, seniority, vacation, and best of all — retirement. I jumped at the opportunity. My job was to cut the chickens into parts as they flew past me on the production line...millions of chickens...billions of chickens. That's what I did for 450 to 530 minutes a day. Production people live their lives in minutes.

Although I was a hard worker, ambitious, and intelligent, there were some aspects of my personality that held me back. I disliked most other people. I refused to let anyone I considered less competent than myself ever tell me what to do. I worked my way up to teaching people how to cut up chickens. But, it didn't take long for my dynamic personality to put me back in my place. I just told my boss, Wayne, that he should go to hell — and I said it in front of his boss, Mr. Hoyt. That's all it took to put me back on the line.

Regardless, I loved the chicken plant and still love the people with whom I worked. At that time, I fully expected to spend the next forty years of my life working there, building seniority (POWER), vacation time (FUN), and clicking off the years to retirement (FREEDOM). I thought I was really cutting it — life, not chickens.

That was 1977.

I was 22.

### **The Rest of the Story**

What you're about to read may sound arrogant. However, it's true and necessary to make the point:

I made my first million before the age of 30, advancing to the top sales-leader position in a \$60 million Network Marketing organization made up of more than 200,000 sales people. At age 31, I became the Executive Vice President.

At age 33, I accepted the opportunity to "turn around" a Network Marketing company (Oxyfresh Worldwide, Inc.). This company, when I joined it, was in a death spiral and technically bankrupt. It was almost \$1 million in debt with no cash, no assets, and no credit. With the help of a tremendous staff and my partner Randy Anderson, we turned the business into a role model for our industry — it has posted record growth every year for the past ten.

In March 1992, at age 37, SUCCESS Magazine featured me and our company on its cover. SUCCESS called us "Millionaire Makers" and did a feature article on how the people with whom we work and train build "overnight empires." And they do...not overnight, but many of our top sales leaders have built businesses worth well over \$1 million. Several have become multimillionaires. SUCCESS Magazine has featured Oxyfresh three more times since then.

In 1993, Sterling & Stone Publishing asked me to co-author The New Entrepreneurs: Business Visionaries of the 21st Century.

In 1994, I was nominated Inc. Magazine's Entrepreneur of the Year.

In 1995, Oxyfresh was seen on NBC's Dateline, ABC's 20/20, and CBS's Good Morning America.

In 1996, Working At Home Magazine co-featured me on their cover about how to get rich working from home (which I do a lot).

In 1998, I was inducted into the Network Marketing Industry's Hall of Fame.

I've been to every state in our country, at least twice, as well as many foreign countries from Brazil to Malaysia. I've been the featured speaker for countless groups numbering in the hundreds, and several times, in the thousands.

Today, at age 44, I am the majority owner of Oxyfresh Worldwide, Inc., now a multimillion dollar a month, privately held firm doing business worldwide.

I'm blessed with fabulous friends, many of whom I've had since childhood (ten to twenty of us even spend ten days a year together at a party we call "Bud's Bash"). I'm married to the woman of my dreams and visions, Rishon, and in a couple years, we will start the family of our dreams.

I hope by now you're asking: "What Happened?"

## Here's What Happened...

I changed. I changed my thoughts. I changed the people I paid attention to. I changed my mind. I changed my habits. I changed my attitude. I changed my clothes. I changed my opinions about me and about you. I changed what I read, what I watched on television, and what I listened to. I changed those deep-rooted decisions about who I was and who I would become. It wasn't easy, but it was as simple as the decisions I'd made early on. I just decided to be different and do different things and then I kept deciding those new decisions over and over and over again, until they caught hold. And then all I did was hold on!

In May 1977, while still working in the chicken plant, I was introduced to a financial and personal development opportunity by one of my best friends, Steve Spaulding. The concept was called Network Marketing. The company was Worldwide Products, Inc. Ironically, Steve was the guy who got me the job at the chicken plant. I think he introduced me to this new opportunity because he felt sorry for me.

There were several of our other buddies getting involved: Dave and Dan Austin, and the magnificent Jack Acker, now deceased. They were all friends who lived in the small ranching town of Merced, California. Although great guys, they were all seasonal workers at the local Ragu Spaghetti Sauce cannery, and — having mostly avoided any higher education at all — weren't the most credible bunch of fellows to follow into a financial opportunity. We were told that if we followed the company's plan, we could earn more than \$60,000 per year — part time!

In 1977, the only people in the world who earned \$60,000 per year were:

- Doctors or lawyers.
- Extremely well-educated nerds.
- People given a successful business by their parents.
- Those who inherited a lot of money.
- Those lucky enough to have powerful connections in landing a super job.

I knew this to be true.

I knew I wasn't any of those people, therefore...

I knew I would never earn \$60,000 doing anything!

But boy did I ever want to earn \$60,000, more than anything in the world! This posed a problem: I wanted something I didn't expect would ever happen. The leaders of this financial opportunity were prepared for me and my dilemma. Apparently it was common. That's why they conducted intense training courses designed to resolve the problem.

On August 3 and 4, 1977, we all — the guys and I and forty strangers — sat in the Ramada Inn in Bakersfield, California, and listened to speaker after speaker for hours jump up and down telling us that we really could earn \$60,000 a year — no problem.

And then came Kurt Robb.

Kurt told us how he used to work for Ma Bell in an Oklahoma factory...that although he was content there, he wasn't achieving all he desired...and then, at the urging of his wife Jeannie, he quit and joined her in a Network Marketing venture...

He said he had the same problem we did — that he wanted something he didn't believe he could have. Jeannie believed he could achieve anything.

But Kurt told us he didn't believe it. So, they struggled and struggled, trying anything they thought could break them out. Eventually, after applying what he was about to teach us, Kurt broke through his self-imposed limitation and became an extraordinary success. Kurt and Jeannie were now traveling the world, helping other people achieve their dreams, and having the time of their life doing it.

What we heard about was a system — a "specific, proven procedure," Kurt insisted — that would bring anyone anything they wanted. A simple system that had actually been used for thousands of years to support human beings in achieving their potential.

This was completely mind-blowing for me. It went against everything I knew to be true. So, I thought to myself: If this is true, why doesn't everyone know this?

Why isn't this a required course throughout our school years?

How could algebra (whatever that is) be more important than this?

One of the people Kurt studied with was Napoleon Hill. Dr. Hill authored one of the most important success books of all time. Commissioned to do so by steel magnate Andrew Carnegie, Napoleon Hill lived in the homes of 500 of the wealthiest self-made people in America. He interviewed each of them to determine the success principles they shared. From his work, Dr. Hill wrote the classic bestseller, *Think and Grow Rich*. In addition, he wrote a series of manuscripts called "The Science of Personal Achievement."

Literally hundreds of "personal growth and development" books have been written using the principles from Hill's works. *Mach II* is just one more — it's my attempt at communicating this extraordinary concept in a way that helped me understand it.

Five years later I began studying under Lou Tice, founder of the Pacific Institute in Seattle, Washington. Mr. Tice's teaching provided far greater insight into Dr. Hill's earlier work. Through Mr. Tice, I came to understand how to teach what I had been taught.

Although Napoleon Hill had already passed on, and Kurt Robb himself tragically died nine months after I met him, both men had dedicated their lives to showing others how to find freedom and success through those principles. And their work did not go un-rewarded.

None of us ever went back to the cannery or the chicken plant.

Every one of our lives changed that weekend.

Jack Acker passionately pursued his dreams with us for about five years, impacting everyone he touched with his gifts of laughter, fun, and a wicked golf game. Sadly,

we lost Jack to cancer. Dan Austin used his experience as a stepping stone to a successful industrial film business — mostly filming brother Dave. Dave Austin and Steve Spaulding are masters in their trade today. Dave is one of the highest paid Network Marketers in the world, earning more than \$1 million a year. Steve is one of the best (if not the best) motivational speakers and trainers in the industry. Both have contributed their gifts to tens of thousands of others.

Something quite magical happened that day in Bakersfield. And I share these stories with you in the hope that you will open your mind to the possibilities these techniques offer you.

If five guys from a small factory can break out, so can you. It's no fluke that a group of minimum wage, lower-than-low self-esteem, directionless, high school buddies found their magic and power and learned how to turn it up full blast.

You can live at Mach II With Your Hair on Fire, too.

Here's how...

From Andrew Carnegie

To Napoleon Hill

To Jeannie Robb

To Kurt Robb

To Steve Spaulding

To Richard Brooke

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Every worthwhile experience, lesson, and new idea I've ever had was the result of a relationship I had with another person. The greatest gift of life lies in the diversity of other people and our relationships with them.

Since that eventful day long ago, I have created the opportunity to study literally thousands of people engaged in the pursuit of their own success. These people have spanned every socio-economic group, religion, race, occupation, and geographic location imaginable. I have studied with some of the most popular success coaches of our time; from Lou Tice of the Pacific Institute to Tony Robbins of Robbins Research in La Jolla, California. I have listened to or read the works of most gurus, teachers, and masters in-between; including Stephen Covey, Spencer Johnson, Bob Proctor, Brian Tracy, Og Mandino, Richard Bach, Earl Nightingale, and Wayne Dyer, plus a host of radical and obscure teachers as well. My experience working with these people as well as my own success has supported every aspect of this sure-fire system for success. This stuff works — and anyone who has succeeded "on purpose" has used it — knowingly or not.

My intention in writing this book is to contribute some ways of communicating these ideas that have helped me understand and implement them. I intend for this to be a quick-and-easy, inspirational read. It should be reviewed and given to those you wish to support in their quest for success.

I have focused all that I have learned into one pivotal concept and procedure I call vision and self-motivation.

Without it, I believe nothing else will work.

With it, nothing else matters.

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## **Chapter 2: Success Secret One: Don't Worry Be Happy**

This book is about motivation — Self-Motivation. Taking your desires, hopes, dreams, and aspirations and turning them into roaring fires of accomplishments. And it is also about how to do this all by yourself anywhere you want anytime you choose for the rest of your life!

However, this book is *NOT about achieving everything* you've ever wanted. That's not a place you will ever want to get to - not that you ever could. For along with having everything you want, comes APATHY. This book is simply about accelerating the momentum of your every success for the rest of your life! I've found people are happiest when they are in the process of achieving when they're accomplishing something that's tremendously important to them. It's the anticipation of getting the intended result knowing you're on the right track moving forward in momentum that makes you happiest.

Do you remember when you bought your first car? Do you remember how you felt in the weeks, days, and hours leading up to the purchase the period of time when you knew you were going to get it, but you were still working on financing or delivery? Do you remember the high of anticipation? These feelings are the essence of my definition of success.

Do you remember the promise you made to yourself and others about how the car would never see rain, you would never eat in it, or abuse it in any way?

Yes and then what happened after you got the car? Do you remember how the feelings slowly diminished? If you were like me, it only took a couple of weeks before you were driving through mud, eating a burger and fries.

Achieving the result itself has such short-lived pleasure.

The essence of being truly alive comes with falling in love with the pursuit of your dreams always stretching always in momentum always expecting the best.

This is Winning. This is Success. This is Living. This is Happiness. And self-motivation is your key.

## **The Three Great Lies of Success**

### **1. Desire Creates Success**

I used to always confuse motivation with desire. I believed desire was motivation and therefore was a key to success. Yet, how many people do you know who have a strong desire for a great deal more in their lives?

And how many of them have had that desire for a long time?

How many are achieving it?

The fact is, almost everyone has desires for health, wealth, and happiness — and almost no one achieves all three. How many people do you know who even have two?

A Social Security study conducted by the Bureau of Labor Statistics revealed that of 100 people who started working at age 25, by the age of 65

- 63 were dependent on Social Security, friends, relatives, or charity.
- 29 were dead.
- 3 were still working.
- 4 had accumulated adequate capital for retirement.
- 1 was wealthy.

With forty years to plan and work for their future, only 5 percent — just five people — were financially successful!

### **2. Hard Work Creates Success**

Do you want to be successful? Then work hard!

But haven't you been working hard?

How many people do you know who have been working hard?

If you worked twice as hard as you do now if you worked twice as many hours every day would you be successful? (Or would you be divorced and dead?)

Does hard work necessarily have anything to do with success?

### **3. Being a Good Person Creates Success**

Be a good person. I am not advocating anything else. But what does being a good person have to do with success? How many successful jerks do you know? Haven't you seen the evidence that "money has no conscience"? It doesn't care where it goes. Neither does health and in many domains of knowledge, neither does wisdom.

So, what's missing in this age-old equation of "if you want it badly enough, and you're willing to work hard for it, and you're a swell person, you can get it"?

Could it be that these things don't necessarily have anything to do with success?

Could it be that success is actually caused by something entirely different?

If thousands of people as well as myself have found the secret to success, then it's got to be Self-Motivation. Self-Motivation is that mysterious concoction of belief, confidence, positive expectations, and creativity — a seeming abundance of physical, mental, and emotional energy — that naturally propels us to our goals. Check it out for yourself:

If you could get yourself motivated enough  
And keep yourself motivated enough  
What do you think you could achieve?

Let's start out by defining Motivation.

Motivation is a powerful blend of physical, mental, and emotional energy focused on creating an intended result.

Motivation is the energy that LEADS us TO ACT.

Physical Energy • Courage • Enthusiasm • Persistence • Creativity

Look at each of these separately and ask yourself:

- If I could generate and sustain enough Physical Energy, could I accomplish what I want?
- If I could get and keep enough Courage, could I?
- If I could get and keep enough Enthusiasm enough Persistence enough Creativity, could I?

Let's take Creativity for example — the most powerful form of motivation.

The only thing standing between where you are now and where you want to be is a series of problems. Such problems as:

Not knowing how to do something.

Not having enough time.

Not having enough resources or support.

Not having the money.

Not being able to get people to do what you want them to do.

All of these are examples of things that can prevent you from accomplishing what you want. We all have many examples of such problems. Solve these problems — and you break through to success.

Now look back over your life to a time when you successfully achieved a goal you had. Think back a little bit further to just before you accomplished that particular goal. Notice the problems, obstacles, and challenges you met and overcame along the way?

How did you do it? Obviously, you solved those problems, but where did those solutions come from?

The solutions came about because of ideas you had. Ideas are the results of your creative thought. When you're motivated enough, you will come up with ideas new and different ways of doing things a different way of saying things even a brand new way of seeing things.

Creativity is not the exclusive property of genius.  
Creative thought is the direct result of being MOTIVATED.

We all have the ability to generate creative thoughts whenever and wherever we want.

The same is true for physical energy, courage, enthusiasm, and persistence. These energies and decision-making abilities are available to us on demand in extraordinary quantities. Our emotional state and our state of mind determine when and how we unleash them. Take a moment to reflect on the times in your life when you have called on them and they were there.

These are your successes.

YOU are an infinite storehouse of physical energy.

YOU are an infinite storehouse of courage.

YOU are an infinite storehouse of enthusiasm.

YOU are an infinite storehouse of persistence.

YOU are an infinite storehouse of creative genius.

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### **Chapter 3: Success Secret Two: Vision**

#### **Whether You Know It Or Not Whether You Want It To Or Not**

Your heart beats 103,680 times a day.  
You breathe 23,040 times a day.  
You generate 3,000,000 nervous impulses a second.  
Your stomach develops an acid strong enough to dissolve nails.  
Your entire body runs on very small electrically charged particles.  
And all of this is happening whether you know it or not  
*whether you want it to or not*

*and, you already have visions that motivate you  
to do what you are already doing.*

One of the primary unconscious functions of the human mind is releasing, *on demand*, sufficient levels of Self-Motivation. Your mind, through your vision, creates and produces enthusiasm, persistence, physical and, most importantly, creativity. This is a natural, ongoing process. You are either aware of this gargantuan power and manage it to produce your intended results, or you allow it to run rampant — amuck and aimless — usually a little more than idle speed chasing its tail in a vicious circle of mediocrity. Don't ask me why about all of that; I'm in total wonderment. But the fact is, your mind does produce this effect for you.

The following statement communicates this as best I can:

*To the degree that there is a contrast between what we have decided should be happening (visions) and what is happening (current results), MOTIVATION naturally, effortlessly, powerfully, and infinitely flows.*

*It does this instantly, as soon as it recognizes that a contrast exists.*

The best analogy for how this works is a thermostat.

Let's say the actual temperature (what is happening/current results) is 65 degrees. And you set the thermostat at 70 degrees (what you've decided should be happening). There is a contrast between them. So, the thermostat signals the heater to produce heat (motivation) until the temperature hits 70 degrees; at which time the thermostat signals the heater to stop. The temperature in the room starts to cool back down almost immediately. When it goes below 70 degrees, motivation, in the form of heat, begins to flow, and the warming-up process begins again. Back and forth, back and forth, the temperature rises and falls, constantly in search of 70 degrees.

So, too, when what is happening in your life *contrasts* with what you decide should be happening, the "thermostat" in your mind releases motivation to bring the two

together to create alignment. As the two come together, motivation is momentarily reduced, only firing up again as they drift apart.

If there is no difference between what is going on and what you expect to be going on, you have no motivation.

There is nothing for your mind to pursue.

You have no need for physical energy, persistence, or creativity.

You are, in a word, apathetic.

Some people call it lazy, others bored.

Lost souls in the sea of humanity.

Victims of their own mind crimes.

Lemmings leading themselves off the cliffs of resignation, despair, hopelessness.

### **There are 3 basic forms of vision:**

**Positive** Your vision is aligned with your goals.

**Neutral** Your vision is not aligned with your goals but is rather a reflection of your current results.

**Negative** Your vision is not aligned with your goals or your current results, but rather the results are even further away from where you want to be.

## Why Diets (and other things) Won't Work

Motivation is *not* the only force that can lead you to action. It is the only thing that can sustain you. Sometimes your reality can be altered by force or by the impact the *motivation* of other people has on you.

For example, what happens if, through hard work, desire, circumstances, or just plain luck, you create a result that differs significantly from what you normally would expect. Let's say you've had a particularly good month in business and you earned twice as much money as you normally make. Or, perhaps you developed this burning desire to get back in shape physically, so you watched what you ate and worked out consistently for a whole month. You lost weight and looked great.

But then what happens?

You gain back the weight you lost — and then some!

*Why?*

Unless you change *your decision about you quickly*, your mind will unleash whatever subtle, yet powerful motivation is needed to bring you right back in line with what you really thought would happen — even if those thoughts are not what you want.

In this example, although you did lose the weight and looked great, you were still *expecting* to be overweight. Sooner or later, you were destined to be back where you started — out of shape and overweight — simply because that's *what you were motivated to do*. Remember, this is all natural and automatic. It's instinctive. It does not matter what you want and work hard for. You get what you expect.

In sports, when this happens, it's called *choking*.

Here is how this system played out in my money-making efforts.

When I started out in my new \$60,000 a year Network Marketing opportunity, I started with a *decision* that I could *not* make that kind of money. I wanted to make it. I hoped I could make it. I wished somehow I would get lucky. And, I didn't want anyone to know that I didn't think I could do it, so I tried.

I worked real hard; I invested everything I could get my hands on. I traveled everywhere, learned everything I could, and I made \$12,000 my first year. Then I made another \$12,000 my second year. (This is the same income I earned as a chicken cutter.)

Then I got tired of working so hard, so I took it a little easier and earned \$4,000 my third year. You see, even though I wanted to earn \$60,000 and I did everything *I could think of* to do it, I was working against an anchor dropped years earlier. A life-limiting decision like "I wasn't good enough." (Remember the girl who dumped me in the fifth grade?) "I didn't need anybody." A bad position to be in when you're supposedly building a network of thousands.

So, finally, after losing everything I had, including my home, three cars (repossessed), and all my credit, I finally hit bottom, and I woke up. You see, even though I had been taught what to do to succeed, "I didn't need anybody," including

some of the greatest minds of our time. I “tried” to make myself succeed. I tried to force it without changing what I thought about me. In my desperation (faced with returning to the chicken plant a failure), I decided to implement what Kurt Robb had taught me three years earlier.

I went to work on my head — my thoughts — what I held to be true, literally changing my mind about what I had decided about me. It worked. Within six months, I was earning \$10,000 per month — within two years, almost \$40,000 per month. Think about that: \$4,000 a year to \$400,000 within two years!

In 1994, Richard Poe authored the book *Wave 3: The New Era in Network Marketing*. Pages 32 through 37 narrate part of my story. Here is an excerpt.

### **Trait #1: A Positive Outlook**

To succeed in MLM, you must become a positive thinker. Without a relentlessly positive outlook, you can neither see nor recruit. Your business will shrivel and die at the first onslaught of adversity. Like the legendary UCLA basketball coach John Wooden, veteran networkers understand that success comes not from avoiding problems, but from dealing with each problem courageously. “Things turn out best,” says Wooden, “for the people who make the best of the way things turn out.”

Richard Brooke was a typical negative thinker. Although his parents were affluent, college-educated ranchers in California, Brooke’s downbeat attitude doomed him to early failure in life. “My parents divorced when I was 17,” says Brooke. “I hated school. I didn’t study and skipped a lot of classes. I barely graduated with a D average, and so I didn’t even try for college.”

For a while, Brooke thought it might be nice to be a forest ranger. But then a ranger told Brooke he’d first need to get a college degree. Even then, warned the ranger, only 300 applicants were selected per year out of 3,000.

“A nanosecond after he told me that,” recalls Brooke, “I decided that I couldn’t be one of those 300.”

Brooke was right. He couldn’t, because he believed he couldn’t.

“Whether you think you can or think you can’t,” said Henry Ford, “you are right.”

After spending four years cutting chickens on an assembly line for \$3.05 an hour, Brooke decided to try network marketing. He joined a company that was selling gasoline additives that improved car mileage. Brooke worked hard at his MLM business. But three years later, it was still bringing in less than \$4,000 per year.

As Brooke was later to learn, there are two essential features of a champion networker. The first is desire. That presented no problem for Brooke. He possessed that first feature in abundance. Indeed, the desire to better himself was the only thing that kept Brooke going. His problem lay with the second feature. Brooke lacked that entirely. And that’s what held him back.

What is the second feature? “The success thought process,” says Richard Brooke, today President and CEO of Spokane, Washington-based Oxyfresh Worldwide, Inc. “The willingness to train yourself to think like a successful person.”

Of course, most people lack the success thought process, initially. But Brooke, at first, had an even worse problem. He lacked the willingness to acquire the success thought process. And that will stop anyone dead in his tracks.

The first time Brooke was confronted with the science of motivation, he rebelled. In training sessions for the fuel additive company, Brooke's instructor urged him to write down his goals and to study motivational books like *Think and Grow Rich* by Napoleon Hill.

"If you read this book," his instructor promised, "and read other books like it and listen to tapes by successful people, you will begin to think the way they do. And once you start thinking those thoughts and believing those beliefs, you will become as successful as they."

"Baloney," thought Brooke.

Brooke "knew" that success had nothing to do with your thought process. Success came from getting straight A's in college and having a Rolodex filled with influential connections. Everyone knew that. But he read the book anyway. At first, Brooke hated *Think and Grow Rich*. It might as well have been written in Greek. Brooke took over a year to slog through the slender volume, which many readers devour in a matter of days.

"It was difficult for me to read," says Brooke, "because the thoughts in the book were so contrary to my beliefs. I rejected them. That book and I were like repelling magnets, like water off a duck's back."

If only Brooke knew what he was rejecting!

In the early years of this century, the legendary steel mogul Andrew Carnegie had imparted to Napoleon Hill — at the time, a struggling young journalist — what Carnegie believed to be the secret of his success. Hill then spent the next 20 years interviewing over 500 other wealthy and successful men, including Theodore Roosevelt and Thomas Edison, in order to gain their secrets. The results of his epic survey were revealed in Hill's classic books, *The Law of Success* (1928) and *Think and Grow Rich* (1937). Hill had discovered that all great achievers build their success around a single, simple principle, which alone had the power to transform a pauper into a billionaire. But Brooke the chicken chopper didn't want to hear it. He thought he knew better.

Brooke might have gone through his whole life rejecting this life-giving information. But, as so often happens, he was saved by a personal crisis. Few things are more conducive to action than having your back to the wall. Brooke found that out the hard way. His greatest despair led to his ultimate salvation.

For the first years of his network marketing business, Brooke had relied for emotional support upon a man named Kurt Robb. Robb was the head sales trainer for Brooke's MLM company. Brooke idolized him. In training classes, he hung on Robb's every word, soaking up inspiration. When Brooke was down, Robb would always pick him back up.

"I saw him as my hope," says Brooke. "Having him around was my security blanket."

Then, one day, Robb was killed. A freak wave hit him on the beach in Hawaii. His head struck a rock and he drowned. Brooke was devastated.

"I realized then that I had a choice," said Brooke. "I could choose to quit because I'd lost my mentor. Or I could honor him by taking what he'd taught me and implementing it."

Until that point, Brooke had seen himself as a permanent student. He'd always put off actually using Robb's techniques because he thought he still had more to learn. But now the teacher was gone. And there was no more excuse to wait. He decided, "if it's to be, it's up to me".

Brooke was completely on his own. Driven by fear and desperation, Brooke set to work mapping out his goals — something Robb had told him to do years ago. He started every day with a chapter of Napoleon Hill or a bracing dose of some other motivational book or tape. He read *As a Man Thinketh* by James Allen, *Psycho-Cybernetics* by Earl Nightingale, Og Mandino's *The Greatest Secret in the World*, and many more. All day long, Brooke would repeat positive phrases to himself, programming his subconscious mind to expect success. At night, he closed his eyes and visualized himself closing sales, recruiting top performers into his downline, and raking in scads of cold, hard cash.

At times, Brooke felt like an idiot. Was this really him? The perennial skeptic? The cynic? Was he really behaving like all those wacky "positive thinkers" he'd mocked and teased for so many years?

Yes, he was. And in no time at all, his new regimen began to bear fruit. Big fruit. He expressed his new philosophy this way: "The world has the habit of making room for the man whose words and actions show that he knows where he is going," [Napoleon Hill]. Brooke had learned the secret to success, that single, s simple principle about which Napoleon Hill had written more than 50 years before. It was the power of goal-setting.

"Most people have goal-setting confused with desire," says Brooke.

"People think that if you write down all the things that you desire, that's goal-setting. It's not."

According to Brooke, everyone is a goal-setter and a goal achiever, whether consciously or not. But he expected to fail. That was his unconscious goal. And he "achieved" it again and again, much to his dismay.

"When I tried to recruit someone into my downline," says Brooke, "I'd say something like, 'Gee, I don't know if you'd be interested, but maybe you'd like to hear about this part-time opportunity....'"

Deep down inside, Brooke didn't really believe that anybody in his right mind would sign up for his downline. And it showed. Brooke's recruits were few and far between. Most failed to excel and dropped out after a short time. Try as he might, Brooke could never manage to land the "Big Fish"—that top-level sales performer who would catapult his lucky sponsor to overnight riches.

But as Brooke began to take charge of his own daily thought process, to interrupt his negative thoughts as they appeared and to consciously evict them from his mind, something happened. His goals began to change. He began to expect success.

That's when Brooke met Jerry Schaub.

"I just went through the same sales routine I always did," remembers Brooke. "He looked at the business, and he said, 'I can do this. Just show me how.'"

Schaub was a tiger. Over the next year, he recruited hundreds of people into Brooke's downline. Brooke earned \$100,000 in commissions from Schaub's sales in that one year alone.

Needless to say, Brooke's confidence soared. "I went out and found myself three or four more Jerry Schaub's in the next year.

Brooke had become a master recruiter. He wasn't using any new technique. He was selling the same opportunity he'd been pushing for four years. The only thing different was Brooke himself.

"Before, I was projecting too much doubt," says Brooke. "People sensed something was wrong, and they put me off. But now my energy level matched the words I was saying. People pay much more attention to who you're being than to what you're saying.

"There are no secrets to success," concludes Brooke. "The ideas have been around for centuries. All you have to do is use them."

The moral of the story?

You don't have to be born with a positive attitude. As Richard Brooke proved through his remarkable metamorphosis, positive thinking is purely an acquired characteristic.

# Mach II With Your Hair On Fire

by Richard Brooke  
**Chapter 4: Visions**

## **How'd We Get the One We've Got? How Do We Get a New One?**

### **How You See Yourself**

How you see yourself is through a series of pictures, like scenes from a movie, which you visualize in your mind's eye. This movie contains vivid scenes of your expectations, of how you imagine you will perform or what will happen in any given situation or set of circumstances. And, you have a unique and different set for each and every conceivable kind of situation you might encounter in your life. They are all based on the decisions you have made about you.

THESE ARE YOUR VISIONS.

Do the following exercise to see for yourself:

Take something that you want — anything that's important to you and that you truly desire. Close your eyes and visualize yourself in possession of this; already *having* it...already *doing* it...already *being* it. "Tune in" the movie of you in that specific situation. Do that right now. Take one minute. Stop. Check your watch...give yourself 60 seconds. This exercise can be one of the most important moments in this book. Don't cheat yourself like I did. Do the work. Don't turn the page until you do the work. Close your eyes. In one minute, open them and answer the following questions:

1. On a scale of 1 to 10, was the picture you saw clear? (1 being a blank or snowy screen, and 10 a crystal clear, wide-screen, four-color, Dolby surround-sound movie vision.)

(Unclear) 1 2 3 4 5 6 7 8 9 10 (Clear)

2. On a scale of 1 to 10, did you feel a sense of positive or negative expectation regarding whether that result would actually happen or not?

(Negative) 1 2 3 4 5 6 7 8 9 10 (Positive)

3. On a scale of 1 to 10, did you feel you really deserved it?

(No) 1 2 3 4 5 6 7 8 9 10 (Yes)

*What creates this picture are the decisions you have made about yourself.*

Your decisions are created by input you've received, which comes to you as conversations or experiences.

This conversation originates from one, or all, of the following:

Outside input — such as what people have told you.  
Experiences you've had — "the facts."  
Your internal dialogue — your own self-talk.

The input you receive is just like programming a computer. Without software — the input — a computer is useless.

So, in a very real sense, we ARE our programming.

Our minds are the most intricate, powerful computers imaginable. They're literally worth billions in what they can enable us to accomplish. Just ask Bill Gates. (His net worth at the time of this writing is more than \$40 billion, give or take a couple.) This self-made billionaire has not only created a fortune producing powerful software products, it's his own *mental software programs* that are worth billions of dollars.

The problem with our "computer" is that we let just about everyone we've ever met program it!

Worse yet, we let *ourselves* program it. And we usually don't know the first thing about how to write *functional* programs — much less the elegant ones that create the motivation to lead us to break through our barriers to success.

Let's look at the three kinds of software we've been using to program ourselves.

### **Other People's Input**

Whether from our parents, relatives, friends, teachers, television, the clergy, music, books, newspapers, movies, magazines, etc., one major source of our beliefs of what's expected of us was formed by input from outside influences. And the more respected and admired the source, the more quickly we adopted that input as "true" and believed it unquestionably. Here are some examples of other people's negative input:

Don't put all your eggs in one basket.  
You're not good enough.  
Why can't you be like \_\_\_\_\_?  
You can't do that.  
What are you nuts?  
The economy is headed for trouble.  
It's dangerous out there. Be careful.

### **Experience**

A second powerful source of beliefs comes from your past experiences. These are real, live testimonials — proof positive of who you are and what you are actually capable of doing. How can you argue with these "facts" with such compelling evidence?

You can't. Check out these examples:

You've always had a weight problem — see?  
You've never earned more than \$\_\_\_ in your life.  
You have problems with relationships ya' know?  
Every time you've tried that, you've failed.

Can you think of any others?

### **Self-Talk**

The third — and potentially the most powerful influence in the creation of your beliefs — comes from the thoughts and feelings you tell yourself about your own experiences and what you've told yourself about the input you received from other people.

For example, you recently read an article about how bad the economy in your area was and what a bleak future lay ahead for local businesses. The input you received was limited to the above subject, and you read it only once. But what did you add to it as you talked with yourself about what you thought and felt about what you had read?

Did you give it any additional credibility? (After all, it appeared in a respected publication, and they — whoever they are — must know more about it than you do.) Did you make the gloomy economic picture all the more vivid by imagining other negative "what if" scenarios by combining what you'd read with your own fantasies and fears?

How often did you take that original story and clarify the details, add to it, expand and enhance it in your mind, giving it greater weight, more richness and additional credibility? And how many times did you have these conversations with yourself? Once? Three or four more times? Dozens? Hundreds? Thousands? Look to see if all that you added — and the number of times you reviewed it — did not far outweigh the true impact of that single original piece of outside input?

Another example: Can you remember a single experience you've had that's similar to this one, which happened to me?

One time, when I was playing little league, I got hit by a pitch. It was probably a 40-mile-per-hour "slow ball," but boy, it really hurt! And I cried. And I was humiliated because my buddies saw me cry. The incident happened only once. It happened when I was in the fifth grade, but I've thought about it and relived it at least a thousand times — especially when I'm playing baseball — which oddly enough is about as often now as when I jump out of burning buildings.

In a nuts-o-kind of way, baseball scares the heck out of me now. I'm afraid of being hit by a pitch. Not because I was hit by one single pitch, once way back in fifth grade, but because I've been hit and hurt and I've cried and have been humiliated thousands of times! Do the same thing over and over a thousand times and it makes quite an impression on what you expect will happen the next time. I can't even sit on the couch and watch a ball game on television without being hit by a pitch!

The reason our "rerun" conversations and self-talk have such a powerful effect is due to one of the most profound statements we can make about the human mind. It's truly the most useful gift given mankind.

## Mach II With Your Hair On Fire

by Richard Brooke

### **Chapter 5: The Gift Of Gab**

The human mind does not distinguish between our actual experience and the visions we've created.

It's true. A vividly imagined experience has the same programming quality and impact as an actual, "real" experience. To our mind, they are the exact same thing!

You see, even a real experience is no more than a perception of your mind. You have an experience and you have a perception of that experience. Your thoughts and feelings are the vision of what that experience was for you. And your perception is not the only true perception of that experience. Other people who witness your experience may see something entirely different — and they frequently do.

Here's the key: You MAKE UP what happened by the thoughts and feelings you have about your experience. Think for a moment of a particular event that happened to you a long time ago — something you did which was stupid or embarrassing — something you called "a failure." Now, how many times did that particular event actually happen?

Hopefully only once. But how many times have you relived that event, vividly picturing every single detail, every thought and every feeling and sensation you experienced? Twenty or thirty times? Hundreds, perhaps thousands?

Every time you relive that one event, it has the exact same impact on you as the very first time it happened — and the exact same quality.

What do you suppose happens when you multiply that quality hundreds or even thousands of times? (And remember, in the previous example, it was the quality of failure.) Can you see how easy it is to live your entire life based on the expectations you formed from that one single, isolated event?

Remember my story of stealing the sunglasses from Red's Market and how I learned that telling the truth was painful and humiliating?

How many times do you think I relived my perception of that event? What kind of *mindset* do you suppose that created?

All of this — the experience itself...what you've been told about it and what you told yourself about it the thoughts and feelings...all the pictures...the movie you created from your self-talk script...and all the times you've seen it over and over again — all of this goes together to create the beliefs you have about yourself...to create the expectations you have for your future. And the simple stunning secret here is...

YOU MAKE IT ALL UP!

Think about that...

None of this is true. It has nothing to do with the truth. The only real truth here is that you made it all up!

Is telling the truth really more painful than lying?

Is it true that any of us are not worthy of a loving spouse?

Is it true that anything that ever happened to you once is the way you are?

Well, yes and no. What's true is that who you are and what you will accomplish with your life is a self-fulfilling prophecy. The truth is what you choose it to be, and if you do not consciously choose, you unconsciously choose.

Most of us have been asleep at the wheel our whole adult lives. Wanting successful lives and working hard for them, only to let a *miffed* 5-year-old determine our destiny.

## Mach II With Your Hair On Fire

by Richard Brooke

### **Chapter 6: Believe Me When I Tell You**

**Whether you think you can or think you can't — you are right!"**

**— Henry Ford**

You made up all the beliefs you have about yourself and you learned to believe them, as well.

Babies don't have any beliefs. They do not believe the average person cannot earn \$100,000 a year — yet most adults don't believe that's possible for them.

Babies do *not* believe in  $E=mc^2$  — yet most adults do.

Babies do not have a particular religious belief — yet most people do.

Babies are not racist or sexist, capitalists or communists, republicans or democrats, successes or failures. Human beings are not born believing anything. All we are at birth is a clean slate for limitless possibilities. So, how do we break through to access our dreams and aspirations?

First,

Give up your right to be right about you.

(You may want to read that again.)

Most of us hold onto what we believe to be true — about life and most everything else, for that matter. As if there were no possibilities for any other truth. Breaking through your barriers to success requires that you make up new ideas of what's possible, so that your possibilities support and empower your desires.

Say, for example, you currently weigh 150 pounds. You want to weigh 125, but your expectation and belief is that you weigh, and will continue to weigh, 150 pounds.

With what you've learned so far, you know you will have to create a new expectation that you weigh 125 pounds. But that expectation will fly right in the face of what you know to be true! And any thought other than that "truth" (that you weigh 150 pounds) will immediately seem to you to be phony or stupid. Obviously, visualizing yourself weighing 125 pounds is not true. In fact, it's a lie!

Why even suggest it?

In this scenario, what's possible for us appears as useless at best, and at worst, a lie. In short, there is no possibility. It's impossible!

Consider this: The reason you do weigh 150 pounds is because you believe that's the truth! And because of that belief, you have been subtly, though powerfully, motivated—to eat just enough, laze around just enough, and justify it all just enough—to remain that way.

So, what can you do?

Give up your belief in yourself as a 150-pound person in exchange for the possibility of weighing 125 pounds. Give up your right to be right in exchange for being successful...in exchange for getting what's possible.

### **Creating New Beliefs**

Creating a new belief is like dying cloth in the old traditional way. Native Americans would take a piece of natural fabric and change it into a different color by soaking the cloth in a dye, squeezing it out, hanging it up to dry and set, and continuing the process over and over again until the cloth ended up the color they wanted — the color they thought was possible to achieve.

At first, there was little, if any, change in the color of the fabric. It took many soakings, rinsings, and settings, and the change of color was gradual. Although at times the change was hardly noticeable, the new color deepened each time. After a while, this change accelerated, becoming richer faster until soon there was no hint of the original color. The old color was gone and in its place was the new color.

Our beliefs are created the same way. This “dying” process with our beliefs occurs in the mind and is known as imprinting. We have the extraordinary ability to create thoughts at will, and we can imprint those thoughts on and into our minds at will, as often as we choose—literally hundreds of times each day! Like the depth of the color of a piece of dyed cloth, we can also control the quality and intensity (i.e. power) of the imprint we create. To the degree that our picture has clarity and detail and can be expressed and experienced by our senses and emotions, our mind will respond to it as if it is a real experience. The richer and more complete the image, the greater its impact in and on your mind.

Just decide to change your mind.  
You change your mind whenever you want to.  
Just do it now!

*In creating new beliefs and expectations, the greater the clarity and detail, the greater the quality and power of the imprint.* Let's use the ever-popular weight issue as an example of creating clarity and detail. Ask yourself these questions and answer them with as much detail and specificity as you can:

- What exactly is your perfect weight?
- What exactly do you look like when you weigh that?
- What's the shape of your body at your perfect weight?
- Describe the new lines, curves, contours, the definition of muscles you see now?
- What do you think about when you see yourself in the mirror?  
Is this your ideal weight?
- What does the scale indicate when you step on it?
- How do your clothes fit?
- What do your new clothes look like? How do you look wearing them?
- How do you feel at your perfect weight?
- Are you doing any new activities now?  
What do you like best about them?
- What are people saying to you about how much you weigh?
- What are people saying about how good you look?
- How do you feel about that?
- Do you have any new attitudes since you lost weight?
- Are you more confident...more attractive...more secure...happier?

You may think that your answers to these questions sound silly, very phony, or contrived. That's fine. Realize that your answers are providing a powerful clarity — your answers are filling your mind with a richness that's the equivalent of having a real life experience. In fact, because so many of us tend to sail through life, to a great degree unaware of all that's happening around us and even within us, our answers actually create a kind of "bigger and better than life" experience in our minds.

Can you feel the power of that?

## Mach II With Your Hair On Fire

by Richard Brooke

### **Chapter 7: Who Are You to Play Small?**

Our deepest fear is not that we are inadequate. Our deepest fear is that we are powerful beyond measure. It is our light, not our darkness, that most frightens us. We ask ourselves, "Who am I to be brilliant, or just talented, fabulous?" Actually, who are you not be?

You are a child of God. Your playing small doesn't serve the world. There's nothing enlightened about shrinking so that other people won't feel insecure around you. We are all meant to shine as children do. We were born to make manifest the glory of God that is within us. It's not just in some of us, it's in everyone. And as we let our own light shine, we inconspicuously give other people permission to do the same. As we are liberated from our own fear, our presence automatically liberates others.

— Marianne Williamson

Do you believe our creator would allow us to have a worthwhile desire and then not give us the ability to achieve it?

That would be cruel mockery.

Dr. Napoleon Hill proved in his lifelong study of 500 of the most successful self-made people in America; "What the mind of man can conceive and believe, it can achieve."

Look around the world. Look at the people who are eternally happy and peaceful. Look at the 70-year-olds who compete in marathons and the elders who are living comfortably past 100. Look at the heroes and heroines who have made such a difference in our lives through their contributions. Look at our societies and world leaders. Look at the people who individually have made more money than some countries. The world is full of abundance, achievement, influence, respect, love, and health. It is there for the borrowing. All you have to do is envision yourself with it. And it will come.

# Mach II With Your Hair On Fire

by Richard Brooke

## Chapter 8: Who Are You?

### Your Greatest Point of Leverage

Most of us have been taught to pursue success by identifying what we want to do. We want new cars and we want to travel the world. Our tendency is to go directly for those things and the money that will provide them. And yet our greatest point of leverage to achieve anything and everything we want is not what we have but who we are. It is who we are and who we are being in the moment that creates the tangible results in our lives. People who are broke or sick or friendless are so because of who they are being. What they have done to create these results is simply an effect of that cause.

The most powerful visions therefore are those that redefine who you are — envisioning a person who does deserve happiness, health, and wealth. A person who attracts it like the powerful magnet he or she is.

The first three cornerstones, as well as the examples, were provided by Carol McCall and her “Design Your Life” workshop. Thank you, Carol.

To create a vision of who you would love to become, access these four cornerstones:

#### I. Your authentic values are...

Simply those aspects of life that you treasure. What do you love about life? What must be in your daily life?

Examples of Values:

- Acceptance
- Appreciation
- Belonging
- Comfort
- Communication
- Contribution
- Creativity
- Family
- Freedom
- Fun
- Harmony
- Honesty
- Humor
- Independence
- Integrity
- Intimacy
- Joy
- Love
- Order
- Participation
- Partnership
- Peace
- Perfection
- Pleasure
- Power
- Recognition
- Relationship
- Respect
- Safety
- Security
- Spirituality/God
- Trust
- Work

The Author's Top Five Values:  
Creativity • Fun • Integrity • Love • Success

## **II. Gifts**

Each of us has one or more natural gifts or talents that are contributions to other people. You may be in denial about yours, but just ask anyone who knows you well. I believe these gifts were awarded to us for a reason—so that we could share them with the world. And I believe that we are our most powerful when we are sharing the special gifts that we are.

Make sure your vision expresses you sharing your gifts.

Examples of Gifts:

- Challenge
- Contribution
- Creativity
- Friendship
- Fun
- Honesty
- Inspiration
- Integrity
- Joy
- Leadership
- Love
- Music
- Spirituality
- Strength
- Success

The Author's Gifts:

Fun • Creativity • Leadership

## **III. Life Purpose — or The Theme of Your Life**

Each of us can discover a theme to our life. It's kind of like a song of our life, our personal purpose for being here. Life purpose is often confused with grandiose accomplishments such as end world hunger or discover a cure for cancer. Although these may be authentic life purposes for somebody, for most of us the theme of our lives is much simpler. For example: Raising a successful family, being a role model for the community, inspiring others to succeed might be authentic, powerful life purposes for many of you. Discovering and wordsmithing your life purpose is an ever-evolving project. Start now to think about it and write it into your vision.

Mine is to live life full out, have fun, and inspire others to do the same.

#### **IV. Character Traits, Beliefs, and Habits**

Make a list of the ten most desired character traits, beliefs, and habits that you will need to accomplish your goals.

Examples of Character Traits, Beliefs, and Habits:

1. I act quickly on things I need to do.
2. I look for the positive and good in everyone.
3. I respect and take care of my body.
4. I deserve to be successful.
5. I play a little or a lot everyday.
6. Add a few of your own...
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

Add these new character traits, beliefs, and habits to your new vision. Design the new you just the way you see you will need to be to win. Designing your vision around who you are in your desired future will bring you more growth and more abundance in all areas of your life, more than any single thing you can do.

# Mach II With Your Hair On Fire

by Richard Brooke

## **Chapter 9: Off To The Movies To Change Our Lives**

### **The Movie of Your Life**

Since real experiences play in your memory like a movie, you'll want the vision you create to be just like a movie as well. Write a film script of a moment in your life when you are who you would love to be.

Your film script will include a full and complete description of the sets and props...the location and lighting for each and every scene. The script also includes dialog — all the conversations that are taking place, plus all the real-time action, and even how all the people in your movie think and feel about everything that's going on.

Two keys to creating a successful film script-imprint include making all your dialogs present tense and positive. Your mind absorbs what you imagine literally, exactly as you imagine it. Therefore your film script must be crafted so that all your possibilities are already achieved and in your possession right now. For example: The statement, "I will weigh 'X' pounds," only serves to confirm that you're still overweight.

Tomorrow is the only day which never comes, yet for most people, that's the only place and time their accomplishments and aspirations ever exist. The best you can get from this kind of would-be, should-be dialog is to affirm that you're a fat person who wants to be thin...a failure falling short of success. Remember, desire alone doesn't cut it. So, make sure your imprint is always in present tense.

### **Wordsmith Your Vision**

1. All phrases are positive.
2. All phrases are present tense.
3. Phrases describing you are written in the first person — I or we.
4. Clarity gives the vision power. Give the details of your vision.
5. Emotions, tone, and energy provide clarity. Write about the emotions, the tone, and the energy.

Another key is to keep it positive. Dialog or conversation brings up pictures in our mind. So, immediately after our mind receives a negative message, such as "I don't smoke cigarettes anymore," what does it do? Right, there's the picture of you smoking.

Instead, create a positive image of what it's like for you to be free of smoking.

For example:

"My car, my home, my clothes, and my breath smell clean and fresh. I am tasting new and fantastic flavors in all the foods I eat. I breathe fully, deeply, and every breath I take gives me increased energy and makes me more and more happy and alive! I am healthy! I am in control! I am free!

Do you get the difference between that imprint and, "I don't smoke cigarettes anymore"? Stay away from negative images by using only positive phraseology (i.e., don't use "don't").

### **Philadelphia**

Did you see this movie starring Tom Hanks? If not, did you see Forest Gump? (If you didn't, you really need to get out more.) Did you cry?

I, for one, do not cry at movies. Oh, maybe a little welling up on rare occasions. But, Philadelphia really got to me. First, I was outraged at the injustices done. Then, I grieved as Tom Hanks died of AIDS. It was so very sad.

And then I got outraged again several weeks later. Why? I saw Tom Hanks...alive! He never did die, which made me suspect whether he ever really had AIDS.

There is nothing like a good movie to trick us into feeling exactly how we feel when things like this are really happening.

The following are some examples of visions. Study how they "create" their vision of success.

Sample Vision:

"I weigh \_\_\_ pounds and I'm loving every minute of it! I look fantastic!

It's great to fit into size \_\_\_ clothes that fit me perfectly and hang so beautifully from my trim, sculpted body.

I swim and sunbathe in the luxury of my new freedom. As I walk down the beach, people turn and say, 'Look at \_\_\_\_\_, (use your own name) what a great body!'

I love the way I look and so does everyone else!

I'm more active than ever before. I'm doing things most 20-year-olds can't do! I bike, play tennis, and enjoy working out. When the aerobics teacher asks who is the most improved person in class, everybody shouts '\_\_\_\_\_ is!'

My friends say \_\_\_\_\_'s the most healthy and fit person they know. And they're right! I'm so proud of my lifestyle — and what's more, I'm proud to have turned so many people on to eating light and right, being vital and alive, fit and trim, looking and feeling terrific! People are calling me 'The Ambassador of Health.' They love me for it — and I love it, too.

I am a sterling example of health and creative power for everyone I meet!

I'm making a positive difference in so many people's lives.

I am awesome!"

### **Marty Maskall's Vision:**

I'm on stage being pinned as National Executive Director. The diamonds of the pin shine so brightly that it takes my breath away for a moment. Brenda is hugging me warmly. I can see how delighted she is to welcome me into the top ranks. Greg is telling me that he knew that I could do it, as he presents me with a check for \$6,500. Roger and Mary are there hugging me too. Roger is telling me how proud he is of me and that he never had any doubt of my success. The applause is huge. I see the proud and happy faces of my groups, and I acknowledge them with kisses and a heartfelt thank you.

Now I'm pinning Shirley and Abe as National Executives too. We all melt into a giant group hug. The audience claps and claps. Sub hash is so proud of me. I see the love in his eyes as I return to the seat next to him. He gives me a special squeeze.

I have a vision of Sub hash and me in Belize. It is an incredible country. We are snorkelling. There are so many beautiful fish and coral. I have never seen anything like it. The fish eat right out of our hands. Sub hash loves it as much as I do. We are ecstatic about all the birds and the variety. What a fabulous vacation!

I am so pleased with my life. I have the leisure time to enjoy my friends and to visit places that I have always dreamed of. We go hiking in the spring, summer, and fall, at least once a month. The flowers and the scenery are so gorgeous. They uplift my soul. When we are at home, we entertain dear friends every few weeks. I love setting a beautiful table. Sometimes we grill our dinner, other times we'll cook something inside. Our wine rack is well stocked with excellent Chardonnays and other fine wines. Our garden becomes more beautiful by the day. What a joy to always (well almost always) have roses ready for the picking.

My organization is growing rapidly. I am so proud as I watch peoples' excitement as they get checks of \$300, \$1,000, \$3,000, \$6,000, and more. I love it when their checks are bigger than mine. It is a joy to work with them to help them become successful.

I see myself speaking to 200 people about health and nutrition. I make everything so easy to understand. Dr. Arlene Taylor is in the audience. Afterwards, she praises me on what a great job I did. I'm delighted to get a compliment from her, because I know what a great speaker she is.

My monthly check from IMPaX keeps growing: \$3,000, \$4,000, \$5,000, \$6,000. I see myself opening a check for \$10,000. I scream with delight, and I can't wait to show it to Subhash. He's pretty excited too. I see myself giving my mother a check for \$10,000 to use as she would like.

Now that my business is so successful, I have the time to work with the Girl Scouts. I am so strongly committed to helping women with their self-esteem. Working with young girls is definitely the place to start. The Toastmasters Youth Leadership program is a perfect match for these eager, motivated girls. I get misty-eyed as I watch each one unfold like a flower as they give their speeches. I'm so glad I had the foresight to train others in leading the programs. Now I have truly duplicated myself.

My books continue to sell and to inspire others. I get regular phone calls from people telling me how much they are touched by the ideas. Sub hash and I eat out frequently, and I finally order from the left side of the menu instead of the right side. I shop only at Nordstrom's. I love their classy clothes and how great they look on my trim, willowy body.

Truly I have abundance in my life. I enjoy my new computer, and finally I am on e-mail and the Internet. It's as great as everyone had told me. I am

totally debt-free. In addition, I am accumulating money for a foundation to empower young women to assist the best and the brightest and to give them the recognition and opportunities they deserve.

### **John Milton Fogg's Vision**

I direct and empower people to live in love with excellence.

Another utterly magnificent morning! Towelling off from the hot tub — it's so warm there's little need for a robe — I watch a vivid scarlet tanager land on the feeder scattering the finches like bright yellow leaves on a windy fall day. I settle into one of the teak Adirondack chairs we've had handmade by Jim Weber — now silver from the sun. My second cup of tea is warm and wonderful and its rich, herbal smell encourages me to take a long, deeper-than-deep breath — as if capturing the peaceful scene inside my body: The closely mowed meadow rolls off in front of me, ballads of birdsongs, a ten-point buck coming up from the woods to eat the apples tossed there, the 6:50 sunshine inching over the mountains, playing through the trees like fingers on piano keys...the piano! I've got another lesson today. I've just perfected Imagine. It's so cool!

I'll write for two hours this morning, then hang out in the sun for two more talking on the phone — maybe I'll climb on the tractor and play in the field. (We'll see.) I'll complete the Inner Game book tomorrow. It's effortless. No hurry. No pressure. Such a joy to work not because I have to, because I want to. And I absolutely know this one will be a Times bestseller!

The book royalties, The Greatest Networker™ Mentor Program, and my speaking consistently generates \$100,000 every month. Money is better than good and better than ever, now — and being worry-free is even better than that. I've reached my goals of having \$25,000 in cash in my pocket at all times and being totally DEBT free. Security and Freedom — oh what a feeling!

Upline® is doing great and the way it's going, they'll hit 50,000 subscribers in a just a few more weeks. All the people with Upline® are happy, creative, loving, excellent, a real championship team.

The sixth issue of Network Marketing Lifestyles magazine is out and about — and half-a-million subscribers! Upline® and Network Marketing Publications have just been written up in Fast Company.

I'm officially "retired" with complete confidence, security and freedom—and I have that gold Cartier to prove it thank you. And the last time I got out the calculator, my stock was worth more than \$5 million. Very cool! Selling off 2,500 shares a month brings in even more for giving, investing, and playing! And finally, the realization of the Fogg Foundation. Life is sooooo good!

I'm off to Australia and Asia again (second time this year!). I'll spend the rest of the month at home, thank you very much! It's the place I enjoy being most in all the world.

Johnny's gone for a week of golf in California with Steve and Richard and I'll fly out to join them for the weekend. My first time at Pebble Beach—ookaaaay. Johnny's a scratch golfer shooting in the lowest-70s all the time. I'm quite comfortable being anywhere in 80s. Rachel's back in LA right now, visiting with Katie and playing with more of her new designs.

Hey! We could all meet up in Hawaii next month?...Great idea!

Yes, Mel Brooks was right. It is good to be the King.

The Virginia house is phenomenal. What a stunning, refreshing, peaceful, dramatic, and live-able home! And, we own it all, including Jim's place! Paid in full. Now that's major freedom—major!

What I did with the outside of the "Cubist House" was outstanding: Each plane painted in a different shade of warm, rich tan-gray colors. It looks incredible! And the copper roof with the silver-green patina tops it off perfectly. The way the house changes with the seasons and shifts and dances throughout the day as the sunlight plays off those contrasting planes of color is fantastic. No kidding—the house literally moves!

I pop in the greenhouse every day and sniff around the flowers. I love re-potting things and changing the plants around throughout the house. I especially love the orchids and those "stinking" lilies. The smell in that greenhouse is beyond intoxicating.

The steam bath/shower room with all its new European fixtures and the cedar sauna were wonderful additions—and that cold-plunge tub was a perfect idea: Invigorating, refreshing — like the ocean in Maine. All the newly re-done bathrooms are really great!

I dearly love the waterfall and lily pond at the front entrance. The sound of that tumbling-down water is so gracious and calming. I can sit there — just listening — for hours. It makes me feel like I'm sitting inside a Japanese brush painting.

The solar pool house turned out perfectly. We swim every day. And the pond has filled in exactly the way I envisioned, too; marsh grasses and the far end sprinkled with water lilies. And the swans seem quite pleased.

The landscape around the house is exploding like an improper English Manor; bushes and trees, a "fairway" lawn, shrubs, grasses and flowers everywhere—much like Keswick, only better: wild grasses and tall greens; iris, lilies, gladiolas, marigolds, hyacinths and all those roses, with truckloads of daisies and wildflowers, too. (And we've finally managed to keep the deer away!) It's such a joy adding new things — like the two Japanese maples in front of the bedroom windows. And all cared for perfectly by Shelby and the gardeners. The Fogg Arboretum!

The tennis court is wonderful! I play or use the ball machine a couple

of times a week. (I'm a 4.5 player now, with the consistent backhand to prove it!)

And my golf game is a relaxed and effortless joy. I do so love playing golf. Is that why I do it every day?...

My health is great. I'm toned and tanned. I stand in front of the mirror looking at myself with a big grin...muscles...a six-pack...finally! Working out twice a week, tennis and swimming every day, golf, and doing all effortlessly (well, almost effortlessly.) I've never been healthier or looked and felt better in my life! And I know this for a fact, because people tell me how great I look all the time!

My diet is natural, simple, and elegant. We have chefs come in and cook the most delicious and satisfying meals in our newly remodeled black and steel kitchen with its restaurant stove. And two and three times every week are sit-

down, conversation meals with friends and family! I have a glass of wine or two with dinner from the abundant cellar. That little room never seems to empty!

I've never felt more at home with myself...more at peace, content and happy.

My relationship with Susan is a gift. We take walks together. We talk and laugh with each other easily and often—an easy, dynamic, loving partnership! She's coaching and training with Carol; off at least once a month doing a Listening Course somewhere. Her project is going well, too: 25 different schools around the country have adopted Listening For Kids and the positive results are being written-up monthly in magazines and newspapers. Two "famous" people under one roof—way cool!

Rachel and Johnny are the greatest — the best. So's Susan. And Sue and I and the kids are the greatest and the best, together! The Greatest Family in the World, indeed...Romance, affection, recreation, re-creation, aliveness, adventure, health, sex, exercise, fun,...

Success — with a capital S.

Truth — with a capital T.

Contribution — in the extreme!

And Freedom with a great big BIG F.

The richest relationships and life-long partnerships with The Greatest Friends in the World.

Love with Excellence.

And at last, I have real peace of mind.

## Mach II With Your Hair On Fire

by Richard Brooke

### **Chapter 10: And Now Let Me Prove It!**

In 1983, I purchased a mock-up of the cover of SUCCESS Magazine with my picture on the cover. I framed it and hung it on my wall and looked at it every day. My Vision at that time was to be not only rich, but famous as well. I wanted something to prove to my friends and family that I really was cutting it. SUCCESS Magazine seemed like the perfect proof.

In March 1992, SUCCESS Magazine featured the Network Marketing industry's skyrocketing success as its lead story. It was the first time a mainstream publication had done so in the industry's 50-year history. Out of 10 million Network Marketers, they chose me for the cover and lead story.

Now, you may think this happened because I was the most outspoken, flamboyant, successful, or famous person in the industry — just the opposite. Or perhaps you think it was because I hired some public relations firm to make it happen. I didn't.

Actually, and rightfully so, SUCCESS wanted Rich DeVos, the president of the \$8 billion-a-year Amway Corporation, on the cover. He has created thousands of millionaires. He, however, did not return SUCCESS's phone call. You may think he did not return their call because he was too busy, or he didn't care. I don't think so. Rich DeVos did not return that call for only one reason...I had the picture of myself on that cover. He, obviously, did not.

March 1992 cover of SUCCESS Magazine.

This issue outsold every issue in the 100-year history of the magazine.

## Mach II With Your Hair On Fire

by Richard Brooke

### **Chapter 11: On Inspiration**

I am a great believer in the power of inspiration to influence our own powerful visions. The following are some of my favorites. Reading and reflecting on their wisdom allows me to feel the way I feel when I'm on-fire. You are encouraged to find and reflect on everything and anything that does the same for you.

— R.B.

"If we don't change our direction, we are likely to end up where we are headed."

— Chinese Proverb

"Man is made by his belief. As he believes, so he is."

— Bhagavad-Gita

"A midlife crisis is when you've reached the top rung of your ladder only to realize that you've leaned it against the wrong wall."

— Unknown

"We hope vaguely but dread precisely."

— Paul Valery

"It is what you choose NOT to see in your life that controls your life."

— Lynn Andrews

"You miss 100 percent of the shots you never take."

— Wayne Gretzky

"The truth that makes men free is for the most part the truth which men prefer not to hear."

— H. Agar, A Time for Greatness

"The reasonable man adapts himself to the conditions that surround him...the unreasonable man adapts surrounding conditions to himself...all progress depends on the unreasonable man."

— George Bernard Shaw

"In this life, you get to be either right or happy."

— Jerry Jampolsky

The most basic choice we have in life is whether to bring our creative and expressive energies out into the world in positive or negative ways. No matter what our circumstances, we have the power to choose our directions. In each of us are heroes, speak to them and they will come forth. We have to live and we have to die; the rest we make up."

— Unknown

"The tragedy of life is not death, but what dies inside us while we live."

— Norman Cousins

"To be sure, a human being is a finite being, and his freedom is restricted. It is not freedom from conditions, but freedom to take a stand toward the conditions."

— Viktor E. Frankl, *Man's Search for Meaning*

"Every creative act involves...a new innocence of perception, liberated from the cataract of accepted belief."

— Arthur Koestler, *The Sleepwalkers*

"There are many who are living far below their possibilities because they are continually handing over their individualities to others. Do you want to be a power in the world? Then be yourself. Be true to the highest within your soul and then allow yourself to be governed by no customs or conventionalities or arbitrary man-made rules that are not founded on principle."

— Ralph Waldo Trine

"The important thing is this: To be able to sacrifice what we are for what we could become."

— Charles Debois

"Amidst the glut of insignificance that engulfs us all, the temptation is understandable to stop thinking. The trouble is that unthinking persons cannot choose but must let others choose for them. But to fail to make one's own choices is to betray the freedom which is our society's greatest gift to all of us."

— Stephen Muller, President, Johns Hopkins University

## **The Climb**

The small boy heard the mountain speak  
There are secrets on my highest peak  
But beware, my boy, the passing of time  
Wait not too long to start the climb.

So quickly come and go the years  
And young man stands below with fears  
Come on, come on, the mountain cussed  
Time presses on, oh climb you must.

Now he is busied in middle-age prime  
And maybe tomorrow he'll take the climb  
Now is too soon it's raining today  
Gone, all gone years are eaten away.

An old man looks up still feeling the lure  
Yet he'll suffer the pain not climb for the cure  
The hair is white the step is slow  
And when it's safer and warmer to stay here below.

So all to seen the secrets are buried  
Along with him and regrets he carried  
And it's not for loss of secrets he'd cried  
But rather because he'd never tried.

—Phyllis Trussler

I am Very Accommodating.

I ask not questions.

I accept whatever you give me.

I do whatever I am told.

I do not presume to change anything you think, say, or do; I file it all away in perfect order, quickly and efficiently, and then return it to you exactly as you gave it to me.

Sometimes you call me your memory.

I am the reservoir into which you toss anything your heart or mind chooses to deposit there.

I work night and day; I never rest, and nothing can impede my activity.

The thoughts you send me are categorized and filed, and my filing system never fails.

I am truly your servant who does your bidding without hesitation or criticism.

I cooperate when you tell me that you are "this" or "that" and I play it back as you give it. I am most agreeable. Since I do not think, argue, judge, analyze, question, or make decisions, I accept impressions easily.

I am going to ask you to sort out what you send me, however, my files are getting a little cluttered and confused. I mean, please discard those things that you do not want returned to you.

What is my name? Oh, I thought you knew!

I am your subconscious. [(Read VISION) R.B. ]

— Margaret E. White

If I feel depressed I will sing.

If I feel sad I will laugh.

If I feel ill I will double my labor.

If I feel fear I plunge ahead.

If I feel poverty I will think of wealth to come.

If I feel incompetent I will remember past success.

If I feel insignificant I will remember my goals.

Today I will be the master of my emotions.

— Og Mandino, The Greatest Salesman in the World.

"This, therefore, is a faded dream of the time when I went down into the dust and noise of the eastern marketplace, and with my brain and muscles, with sweat and constant thinking, made others see my visions coming true. Those who dream by night in the dusty recesses of their mind wake in the day to find that all was vanity,

but the dreamers of the day are dangerous men, for they may act their dream with open eyes, and make it possible."

— T.E. Lawrence, Introduction to "Seven Pillars of Wisdom"  
1922 (Oxford Edition)

### **The Rules for Being Human**

You will receive a body:

You may like it or hate it, but it will be yours for the entire period this time around.

You will learn lessons:

You are enrolled in a full-time informal school called Life. Each day in this school you will have the opportunity to learn lessons. You may like the lessons or think them irrelevant and stupid.

There are no mistakes, only lessons:

Growth is a process of trial and error; experimentation. The "failed" experiments are as much a part of the process as the experiment that ultimately "works."

A lesson is repeated until learned:

A lesson will be presented to you in various forms until you have learned it. When you have learned it, you can then go on to the next lesson.

Learning lessons does not end:

There is no part of life that does not contain its lessons. If you are alive, there are lessons to be learned.

"There" is no better than "Here":

When your "there" has become a "here," you will simply obtain another "there" that will again look better than "here."

Others are merely mirrors of you:

You cannot love or hate something about another person unless it reflects something you love or hate about yourself. What you make of your life is up to you: You have all the tools and resources you need. What you do with them is up to you. The choice is yours.

Your answers lie inside you:

The answers to life's questions lie inside you. All you need do is look, listen and trust.

You will forget all this.

You can remember it whenever you want.